DOCUMENT RESUME

ED 378 985 IR 055 385

AUTHOR Bessler, Joanne M.
TITLE Putting "Service" into Library Staff Training: A Library Manager's Training Guide. LAMA Occasional Papers Series. A Patron-Centered Guide.
INSTITUTION American Library Association, Chicago, Ill.
REPORT NO ISBN-0-8389-3437-4
PUB DATE 94
NOTE 72p.
AVAILABLE FROM Book Order Fulfillment, American Library Association, 50 East Huron Street, Chicago, IL 60611 (ALA members: $12.60; others: $14).
PUB TYPE Books (010) -- Guides - Non-Classroom Use (055) -- Viewpoints (Opinion/Position Papers, Essays, etc.) (120)

EDRS PRICE Document Not Available from EDRS.
DESCRIPTORS Librarians; *Library Administration; Library Personnel; *Library Planning; *Library Services; Mission Statements; *On the Job Training; Personnel Evaluation; Personnel Selection; Professional Training; *User Needs (Information); Users (Information)
IDENTIFIERS *Customer Services

ABSTRACT

This guide is built on librarianship training literature and customer service research from a variety of professions. It tells library managers how to identify and describe service ideals, to translate these ideals into realistic goals, and to lead new and experienced staff in fulfilling these service ideals. They are encouraged to focus the energy of their staff on the services most prized by their patrons, and to present these priorities in every aspect of training. Concrete suggestions are offered on: developing a mission statement based on patron needs; hiring to meet the mission statement; orienting all staff towards service; service training for experienced staff; teaching staff to sell library services; staff empowerment; servicing difficult customers; maintaining a long-term service commitment; evaluating staff and service; and making an on-going commitment to service. Many of the examples in the guide are based on medium to large libraries, but each chapter ends with a planning aid designed to apply that chapter's principles to individual situations. Sample mission statements are provided. (Contains 24 references.) (MAS)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****